

ORDER



Orders
Order / Rev: 726617
Alt Order #: 06402595
Product Desc: CROSSROADS GPS
Estimate: 1344
Flight Dates: 11/02/12 - 11/05/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	44	\$212,100.00	\$180,285.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	44	\$212,100.00	\$180,285.00	0.00
Totals	44	\$212,100.00	\$180,285.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	26%	\$212,100.00
Market	100%	\$815,769.23

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	28%	\$228,415.38
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	11%	\$89,734.62
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$285,519.23
WFTC	0%	\$0.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	----F--	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
KARE 11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$11,000.00		0.00			
E 2	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$2,600.00	P-1	0.00	NM	1	\$2,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,600.00		0.00			
E 3	KARE	11/02/12	11/02/12	Late Night Late Night NBC	CM	1135pm-1235xm	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
LATENIGHT JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
E 4	KARE	11/02/12	11/02/12	Last Call Last Call w/ Carson Daly	CM	1235xm-105xm	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$400.00		0.00			
E 5	KARE	11/05/12	11/05/12	M-F 430-5A M-F 430-5a	CM	430-5a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
KARE 11 SUNRISE 430AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$125.00		0.00			
E 6	KARE	11/02/12	11/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	----F--	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$11,000.00		0.00			
E 7	KARE	11/02/12	11/02/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$8,000.00		0.00			
E 8	KARE	11/05/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
E 9	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
KARE 11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$11,000.00		0.00			
E 10	KARE	11/05/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
E 11	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$2,600.00	P-1	0.00	NM	1	\$2,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,600.00		0.00			
E 12	KARE	11/05/12	11/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a (11:00 AM-11:30 AM)	M-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
KARE 11 TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$350.00		0.00			
E 13	KARE	11/05/12	11/05/12		CM	1130a-12p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00

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				M-F 1130a-12p Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						
E 14	KARE	11/05/12	11/05/12	Late Night Late Night NBC	CM	1135pm-1235xm	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				LATENIGHT JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 15	KARE	11/05/12	11/05/12	Last Call Last Call w/ Carson Daly	CM	1235xm-105xm	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$400.00		0.00						
E 16	KARE	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
E 17	KARE	11/05/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$700.00		0.00						
E 18	KARE	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM	3-4p	M-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				DR. OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
E 19	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				KARE 11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 20	KARE	11/05/12	11/05/12	M-F 430-5A M-F 430-5a	CM	430-5a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
				KARE 11 SUNRISE 430AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$125.00		0.00						
E 21	KARE	11/05/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
				KARE 11 SUNRISE 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$700.00		0.00						
E 22	KARE	11/05/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				KARE 11 SUNRISE 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
E 23	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$11,000.00		0.00						
E 24	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,600.00		0.00						
E 25	KARE	11/05/12	11/05/12		CM	7P-9P	M-----	:30	1	\$22,000.00	P-1	0.00	NM	1	\$22,000.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime											
				THE VOICE		(6:58 PM-9:00 PM)									
				THE VOICE											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 11/05/12	11/11/12	M-----	1	\$22,000.00	0.00						
E 26	KARE	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				TODAY SHOW 2											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 11/05/12	11/11/12	M-----	1	\$1,000.00	0.00						
E 27	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9P-10P (9:00 PM-10:00 PM)	M-----	:30	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00
				REVOLUTION											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 11/05/12	11/11/12	M-----	1	\$12,000.00	0.00						
E 28	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
				KARE 11 NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$11,000.00	0.00						
E 29	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Saturday Night Liv-	-----S-	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
				SATURDAY NIGHT LIVE											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$11,000.00	0.00						
E 30	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	KARE 11 5 News {	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				KARE 11 NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$3,000.00	0.00						
E 31	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News {	-----S-	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
				KARE 11 NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$4,500.00	0.00						
E 32	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	Sat 630-7p	-----S-	:30	1	\$3,400.00	P-1	0.00	NM	1	\$3,400.00
				MINNESOTA BOUND											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$3,400.00	0.00						
E 33	KARE	11/03/12	11/03/12	Breeders' Cup World Th Breeders' Cup World Thorough	CM	Breeders' Cup	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				BREEDERS CUP 11/03/12											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$2,000.00	0.00						
E 34	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
				KARE 11 NEWS SAT											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$2,700.00	0.00						
E 35	KARE	11/03/12	11/03/12	Sat Prime ANIMAL PRACTICE	CM	8P-9P (8:00 PM-9:00 PM)	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				ANIMAL PRACTICE / GO ON											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$3,000.00	0.00						
E 36	KARE	11/03/12	11/03/12	Sat Prime LAW & ORDER	CM	9P-10P (9:00 PM-10:00 PM)	-----S-	:30	1	\$4,200.00	P-1	0.00	NM	1	\$4,200.00
				LAW & ORDER: SVU											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 10/29/12	11/04/12	-----S-	1	\$4,200.00	0.00						
E 37	KARE	11/04/12	11/04/12		CM	Post NFL Late Nev-	-----S	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00

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				Post NFL Late News											
				Post NFL Late News		(10:30 PM-11:05 PM)									
				KARE 11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$11,000.00		0.00			
E 38	KARE	11/04/12	11/04/12	MN Bound	CM	MN Bound	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
				MN Bound											
				MINNESOTA BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$3,500.00		0.00			
E 39	KARE	11/04/12	11/04/12	Chris Matthews Morn	CM	1130A-12P	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Chris Matthews Sa/Su 430a-12p	(11:30 AM-12:00 PM)										
				CHRIS MATTHEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$1,000.00		0.00			
E 40	KARE	11/04/12	11/04/12	Sun 5-530p	CM	KARE 11 5 News Su	-----S	:30	1	\$5,100.00	P-1	0.00	NM	1	\$5,100.00
				KARE 11 5 News Su											
				KARE 11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$5,100.00		0.00			
E 41	KARE	11/04/12	11/04/12	Football Night in America	CM	6P-715P	-----S	:30	1	\$6,600.00	P-1	0.00	NM	1	\$6,600.00
				Football Night in America	(6:00 PM-7:15 PM)										
				FTBALL/AMERICA 2012											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$6,600.00		0.00			
E 42	KARE	11/04/12	11/04/12	NFL Regular Season Football	CM	715P-1030P	-----S	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
				NFL Regular Season Football	(7:15 PM-10:30 PM)										
				NFL SNF 11/04/12 WK9 DALLAS @ ATLA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$18,000.00		0.00			
E 43	KARE	11/04/12	11/04/12	SUN TDY	CM	8-9a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
				NBC Today Show (Su)											
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$1,800.00		0.00			
E 44	KARE	11/04/12	11/04/12	Meet the Press	CM	9-10a	-----S	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
				Meet the Press											
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11/04/12	-----S					1	\$9,000.00		0.00			
													Totals	44	\$212,100.00